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The Rating of Hospitality Journals for Influence on Salary, Reappointment, Promotion and Tenure Decisions in International Hospitality Programs

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Abstract: This research concerns the identification of hospitality scholarly journals with the most influence on tenure, promotion, and salary administration. Deans, directors, and department heads of international hospitality programs were asked to rate 115 hospitality and tourism journals on the amount of influence publishing in the journal had on tenure promotion, and salary decisions.

Keywords: Journal tiers, journal ranking, promotion and tenure, and correspondence analysis, academic administration.

Introduction

The tiering or classification of scholarly journals based on quality and reputation has become an important part of academic life in the academy. Scholarly output in top rated journals not only helps in career advancement but also in the dissemination of knowledge. The tiering of journals has also become an integral part of the academic decision making process relating to tenure, promotion and pay increases (Pechlaner, Zehrer, Matzler & Abfalter, 2004). Research ability, publication record and national reputation are considered to be the most important factors that influence the promotion and salary decisions of academicians (Katz, 1973). Studies have been conducted to rank hospitality and tourism journals (McKercher, 2005; McKercher, Law & Lam, 2005; Pechlaner et. al., 2004), yet none have been conducted with rating for the purpose of academic administration in mind. The purpose of this study, then, was to identify those journals considered most favorable for the purpose of salary, reappointment, promotion, and tenure decisions. Furthermore, this study sought to uncover perceptions of the deans and directors related to the rating and subsequent 'tiering' of journals into categories of influence.

Literature Review

Journal Rating Methodologies

There are different methods of rating, ranking, and/or tiering academic journals used by scholars. The most common and frequently used methods are citation analysis and survey opinion (Ballas & Theoharakis, 2003). Citation analysis is based on the notion that the highest quality journals are referenced more frequently than lesser quality journals (Reinstein & Calderon, 2006). It is also based on the fact that authors cite articles, which are considered to be pertinent and valuable to the development of their research (Pechlaner et. al., 2004; Liner & Amin, 2004). The Social Sciences Citation Index (SSCI) and the Journal Citation

Reports, published by the Institute for Scientific Information (ISI), are some of the most important journal rankings based on citation studies (Pechlaner et. al., 2004).

Survey opinion is considered to be another common method of ranking journals, used to verify the journal rankings. These expert surveys assign a value to the journal based on the perceptions of those who are highly familiar with the publications (Ballas & Theoharakis, 2003; Pechlaner et al, 2004).

Citation Counts

The significance of citation analysis is based on the notion that journal influence rankings should be derived from the actual use of journals and their articles (Katerattanakul, Han, & Hong, 2004). Journals that rank higher are either cited heavily or are cited in other journals that are cited heavily (Kodrzycki & Yu, 2006). The citation approach is considered to be the most common technique adopted for analyzing the frequencies of journal citations that are found in published articles (Alexander & Mabry, 1994). There have been some shortcomings with citation analysis. It suffers from innate bias such as self citing (Smith, 2004); no adjustment is made for the footnotes in the journals that are being ranked, even though the footprint can be considered as the number of articles or pages, characters, or some other measure of output published per year (Liner & Amin, 2004). The popularity of specific research topics and areas within an academic group heavily affects the citation counts (Pechlaner et. al., 2004). There is also a strong bias to journals published in English. The citation system also favors journals which are more established and cover more general themes as compared to journals that publish newer and specialty themes in fewer number (McKercher, Law & Lam, 2005).

Survey Opinion

Survey opinion has the biggest power of targeting a specific group of people who are experts in that particular field of study. In survey opinion, different groups within the same

discipline are invited to give their perceptions about the related quality of a set of journals (Alexander & Mabry, 1994). The survey opinion can be an effective tool in rating journals by surveying the department chairs (Smith, 2004) as they are the decision makers for hiring new professors or promoting and increasing the salary of the existing faculty (Brooks, Walker & Szorady, 1991). All these decisions are generally based on who is publishing in the top journals among the faculty of a particular department. Survey opinion also has its own limitations: survey opinion methodology has some inconsistency in evaluating the quality of the journal and their final rankings, and studies based on survey opinion have also lacked comprehensiveness (Katerattanakul et. al., 2004). Those participating in the survey tend to rank journals higher when they themselves have published in that journal (Pechlaner et. al., 2004; Parnall, 1996). Problematic with a survey approach is the fact that experts ranking the journals are unlikely to have enough knowledge about the entire set of journals in an area of study (McKercher, Law & Lam, 2005). According to Polonsky et al. (1999), the methods used to rank journals have focused on the evaluation of academics' perceptions of a journal's importance or an examination of the number of times a given journal is cited in the top journals or databases.

Other Methods

Other methods used for ranking the journals are acceptance rate or rejection rate, downloads from websites or libraries, expert panels, and peer assessment. An inverse relationship is believed to exist between acceptance rates and journal quality, i.e. the more difficult it is to have a paper published, the better or higher the quality of the journal. Because of high rates of download activity, there is an emerging trend of judging the quality of a journal depending on the amount of downloads of that particular journal. Expert panels are used more often, but can only be effective if reviewers are thoroughly aware of the

subject and provide an unbiased opinion. Finally, the peer assessment method has grown in popularity because of the fact that the tourism journals are still not recognized as a field of study (McKercher, Law & Lam, 2005). Unlike other journals, the tourism journal is not ranked formally in any of the ranking systems. Only researchers who study in the field of tourism refer to these articles. The lack of being included in any of the ranking systems and the limited use of the tourism journals compels publication auditing firms to develop a ranking of their own (McKercher, 2005)

Katerattanakul and his colleagues (2004) found that journals with a technical or a specialty focus do not attain high rankings but are frequently cited and used by researchers. Rainer and Miller (2005) in their study of information technology journals suggested that composite journal rankings helped to smooth out the differences in the methods that are used to rank journals and the differences in the methods that are used to include journals in the rankings. A calculation algorithm can be used to rank the journals in a study. For example, all the journals of the particular academic topic group are taken and a score for each journal is calculated by dividing the rank of each journal by the total number of journals ranked in a particular group, which results in the score for the journal. The scores that are closer to zero indicate that the journal has a higher ranking and scores that are closer to 1 indicate that the journal has a lower ranking.

The Motivation for Rating

The tiering of journals may also play a vital role in ranking of particular department in different universities based on the collective publication record of the faculty (Vokurka, 1996). Many department chairs use the journal in which a scholar publishes an article as an important factor for evaluating work and making tenure decisions. Other reasons for tiering journals include: aiding in the evaluation of the work of researchers and therefore the quality of the journal in which they publish, as an indicator of the most reliable and relevant

literature (Sharplin &Mabry, 1985); publishing in the top journals help researchers to become members of privileged societies of scholars where they get opportunities to prove themselves through the quality of their research (De Rond & Miller, 2005); helps the university libraries to make decisions regarding subscription of the top rated journals; rating help in acting as a moderator of the quality of the scholarly activity, they help individuals needing help with judging the quality of an article. (Extejt & Smith, 1990).

Methodology

The questionnaire was designed to gather demographic data such as title of the person responding, highest degree offered by the hospitality program location of the hospitality program within the university, number of students enrolled in the various hospitality programs, and so on. The questionnaire contained several questions regarding the rating of journals into categories, or tiers including:

1. Has your hospitality program established tiers of journals?
2. If so, in what year was tiers established?
3. Who is established the tiers?
4. What motivated the tiering of journals?
5. What are the purposes of tiering?
6. What weight should be given to industry publications?
7. What weight should be given to academic journals in fields other than hospitality and tourism?
8. Have you added to your tiers since you first established tiers?
9. How often do you reviewed your tiers?
10. How many hospitality journals are in your top tier?
11. How many tourism journals are in your top tier?

In addition, respondents were requested to indicate their agreement or disagreement with the following series of statements.

1. The tiering of journals should be consistent across all hospitality and tourism programs.
2. The tiering of journals in hospitality and tourism programs is inevitable.
3. The tiering of journals in our hospitality program has been effective.

4. The tiering of journals in hospitality and tourism programs is 'politically correct'.

5. Equal weight should be given to the hospitality journals and the tourism journals. In other words, Tier 1 hospitality journals are equal to Tier 1 tourism journals.

6. A journal's tier should be equally important for annual review (salary), reappointment, tenure, and promotion

Finally, the 115 hospitality, leisure, tourism and travel journals listed in The Source: The Guide to Academic Journals in Hospitality Leisure Tourism & Travel were listed in the questionnaire. Respondents were requested to indicate for each the journal the amount of influence publishing in the journal has on tenure, promotion and salary discussions. The alternative publication influences responses listed were highly favorable, favorable, minimal and don't know.

Questionnaires were distributed electronically twice to the heads of all hospitality, tourism, and culinary arts programs listed in I-CHRIE's Ninth Edition of their guide to college programs. Thirty days after the second electronic distribution, a questionnaire was mailed to each program requesting them to participate if they had not responded to the electronic distribution.

Two hundred and seven questionnaires were distributed and 107 were returned resulting in a 51.7% response rate. Of the 107 returned, only 70 or 34% of the 207 mailed were used in this analysis. Of the respondents, 77.4% classified themselves as a dean, director, or program head. Sixty one percent of the respondents oversee programs offer graduate degrees, and 64.1% of those programs were either housed within a college, or operated as a separate school or college. Forty nine of the respondents administer programs in the United States, 6 in Canada and the Caribbean, 10 in Europe, and 5 in Asia. Finally, 22 of the respondents stated that their programs had rated journals for the purpose of establishing categories, or tiers of journals.

Table 1. Sample characteristics: demographics (n=70)

Variables(Items)	Categories	Percent
Job title		
	Dean	21.5%
	Department head	24.7%
	Program director	31.2%
	Assistant head/director	7.5%
	Other	15.1%
The offered highest degree		
	Associates	13.2%
	Bachelors	25.3%
	Masters	26.4%
	Ph.D.	35.2%
Program location		
	Within another department	27.2%
	As a department within a college	40.2%
	As separate school or college	23.9%
	Other	28.0%
Program association type		
	the college of business	44.6%
	the college of human ecology	9.8%
	as a separate college	21.7%
	Other	23.9%
Program location		
	USA	69.4%
	CANADA/Caribbean countries	8.4%
	Europe	14.1%
	Asia	8.2%

Results and Discussion

This study was to identify the differences across tenure decision influences by journals perceived by dean, chair and program directors. These differences were examined using chi-square and correspondence analysis.

Table 3 provides a two way contingency table of frequencies related to the four tenure decision influence categories by fifty journals. Chi-square test results show that journal influence level on tenure decisions for have significant differences across fifty journals ($\chi 2=581.7$; $p<.01$). As shown in table 3, more than thirty percent of the total respondents rated five journals highly favorable to tenure decisions. Among five journals, Journal of hospitality and tourism research ranked as the top journal (47%), followed by

Cornell hospitality quarterly (41%), Annals of tourism research(41%), International journal of hospitality management(40%), and Journal of travel research(33%)

Table 2. Frequency of journal influence by fifty hospitality and tourism journals

	Journals	Journal influence				Column total
		HF	F	MF	Don't Know	
1	An International Journal of Tourism and Hospitality Research	3	23	18	26	70
2	Annals of Leisure Research	5	21	13	31	70
3	Annals of Tourism Research	29	16	6	19	70
4	ARA Journal of Tourism Research	9	17	11	33	70
5	Asia Pacific Journal of Tourism Research	5	20	19	26	70
6	Cornell Hospitality Quarterly	29	27	5	9	70
7	Current Issues in Tourism	3	23	17	27	70
8	Event Management	6	23	17	24	70
9	International Journal of Contemporary Hospitality Management	15	28	11	16	70
10	International Journal of Culture, Tourism and Hospitality Research	7	20	24	19	70
11	International Journal of Event and Festival Management	3	23	18	26	70
12	International Journal of Hospitality & Tourism Administration	11	20	22	17	70
13	International Journal of Hospitality Management	28	23	5	14	70
14	International Journal of Leisure and Tourism Marketing	5	24	20	21	70
15	International Journal of Tourism Research	8	24	19	19	70
16	Journal of Convention & Event Tourism	5	21	23	21	70
17	Journal of Ecotourism	5	19	22	24	70
18	Journal of Foodservice Business Research	12	21	24	13	70
19	Journal of Hospitality & Tourism Education	11	35	17	7	70
20	Journal of Hospitality & Tourism Research	33	22	8	7	70
21	Journal of Hospitality and Tourism Technology	4	21	23	22	70
22	Journal of Hospitalt8n and Tourism Management	8	22	23	17	70
23	Journal of Hospitality Financial Management	7	21	21	21	70
24	Journal of Hospitality Marketing & Management	9	26	24	11	70
25	Journal of Human Resources in Hospitality & Tourism	6	28	20	16	70
26	Journal of Information Technology & Tourism	4	23	24	19	70
27	Journal of Leisure Research	8	19	21	22	70
28	Journal of Quality Assurance in Hopstialt8y & Tourism	6	20	25	19	70
29	Journal of Services Marketing	1	14	23	32	70
30	Journal of Service Management	11	21	19	19	70

Journal of Service Research	14	21	17	18	70
Journal of Sustainable Tourism	9	25	16	20	70
Journal of Teaching Travel & Tourism	4	24	22	20	70
Journal of Tourism	4	18	24	24	70
Journal of Tourism and Cultural Change	3	19	21	27	70
Journal of Travel & Tourism Marketing	8	32	14	16	70
Journal of Travel Research	23	24	8	15	70
Journal of Vacation Marketing	4	19	26	21	70
Journal of Wine Research	3	19	22	26	70
Leisure Sciences	8	14	19	29	70
Leisure Studies	4	18	23	25	70
The Service Industries Journal	4	22	20	24	70
Tourism Analysis	6	22	19	23	70
Tourism Economics	8	22	17	23	70
Tourism Geographies	3	17	24	26	70
Tourism and Hospitality Planning & Development	4	17	25	24	70
Tourism and Hospitality Research	9	22	22	17	70
Tourism Management	23	24	9	14	70
Tourism Review	2	21	21	26	70
Tourism Review International	2	18	24	26	70
Row Total	441	1083	935	1041	3500

Note: HF-"highly favorable", F-"favorable", MF-"minimal favorable"

Correspondence analysis (CA) is an exploratory multivariate technique that converts frequency tables into graphical displays in which rows and columns are depicted as points. A map of these points can then be constructed so that the higher proportions associated with the various levels of rows and columns are close together on the map. It provides a method for comparing row and column proportions in a two-way or multivariate table. Mathematically, CA decomposes the chi-square measure of association of the table into components in a manner similar to that of principal

component analysis for continuous data (Greenacre, 1984, 1989). The dimensions identified in CA can be interpreted by pinpointing the largest relative contributor to the variance explained by the axis. As with principal components, CA will explain most of the variation if only a few dimensions have strong dichotomies. Although CA is not a substitute for quantitative study, it adds a fresh dimension to exploratory and evaluative research and provides a clear picture of quantitative data results (Whipple, 1994). For those who would like to see statistical precision of their assessment in addition to a graphical representation, CA can be applied in conjunction with the existing methodologies.

Findings regarding tenure decision influences over fifty journals are shown in Figs. 1–3, respectively.

Figure 1 illustrates the perceptual map generated by the correspondence analysis procedure. In order to determine the dimensionality of a solution, the eigenvalue and the cumulative proportion explained by the dimensions must be examined (Bendixen, 1995; Greenacre, 1993). Most researchers agree that a two-dimensional solution is also preferable due to its ease of display and interpretability (Bendixen,1995; Hair et al., 1998). We therefore chose a two dimensional correspondent plot. Unfortunately, it is not straightforward to interpret the resulting dimensions. The two-dimensional solution explained more than 99% of the variance in the data with the horizontal axis accounting for 60% and the vertical axis accounting for 39%. Figure 1 illustrates the underlying structure and positioning of tenure decision influences with respect to 50 journals. In addition, the graphical output provides information about how the influence levels and the journals are positioned in relation to each other.

Figure 1 displays the four groupings which can be identified: one group includes the "highly favorable (HF) journals to tenure decisions" and a second group includes "favorable (F) journals to tenure decisions", a third group represents "minimal favorable(MF) journals,

" and last group shows the journals that respondents don't know. Figure 1 also gives an indication of how fifty journals relate to each other. The map indicates how journals are clustered near the journal influence groups perceived by deans, directors, and department heads of hospitality programs.

As shown in Figure 1, "Cornell Hospitality Quarterly(6)"," Journal of Hospitality and Tourism Research(20)","Journal of Travel Research(37)", "International Journal of Hospitality Management(13)", "Annals of Tourism Research(3) ", and "Tourism Management(48)" journals are associated with "highly favorable".

"Favorable (F)" is linked with "International Journal of Contemporary Hospitality Management(9)","' International Journal of Hospitality and Tourism Administration(12)","Journal of Food Service Business Research(18)", " Journal of Hospitality and Tourism Education(19)"," Journal of Hospitality Marketing and Management(24)", "Journal of Service Management(30)","Journal of Service Research(31)", and " Journal of Travel and Tourism Marketing (36) " journals. Other thirty six journals among fifty are associated with "Minimal favorable" and "Don't know" groups.

Figures 2 and 3 shows the relationship between fifty journals and tenure decision influence categories for two sub-samples in programs that have established tiered journals or not. The horizontal axis accounts for 79% and 81% of the variance in the data and the vertical axis accounts for 21% and 17%. Both correspondence maps support the tenure decision differences in fifty journals. In sub-sample of non-established tiered journals, journals with "highly favorable" appear to be closely linked to only "Cornell hospitality quarterly(6)" and "Journal of hospitality and tourism research (20)", while in sub-sample with established tiered journals, six journals, consistent with total sample, are associated with "highly favorable" category.

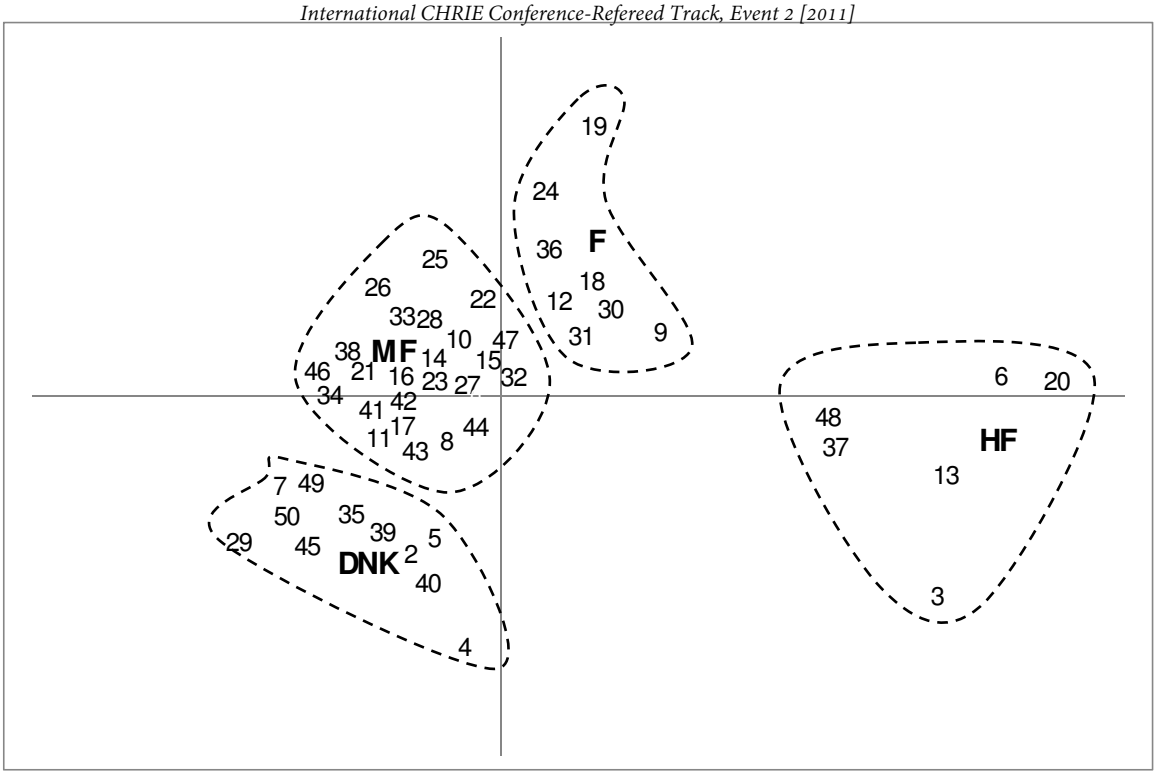

Figure 1. Correspondence analysis map of fifty journals in relation to the four tenure decision influences: overall

Note: HF-"highly favorable", F-"favorable", MF-"minimal favorable", DNK-"don't know"

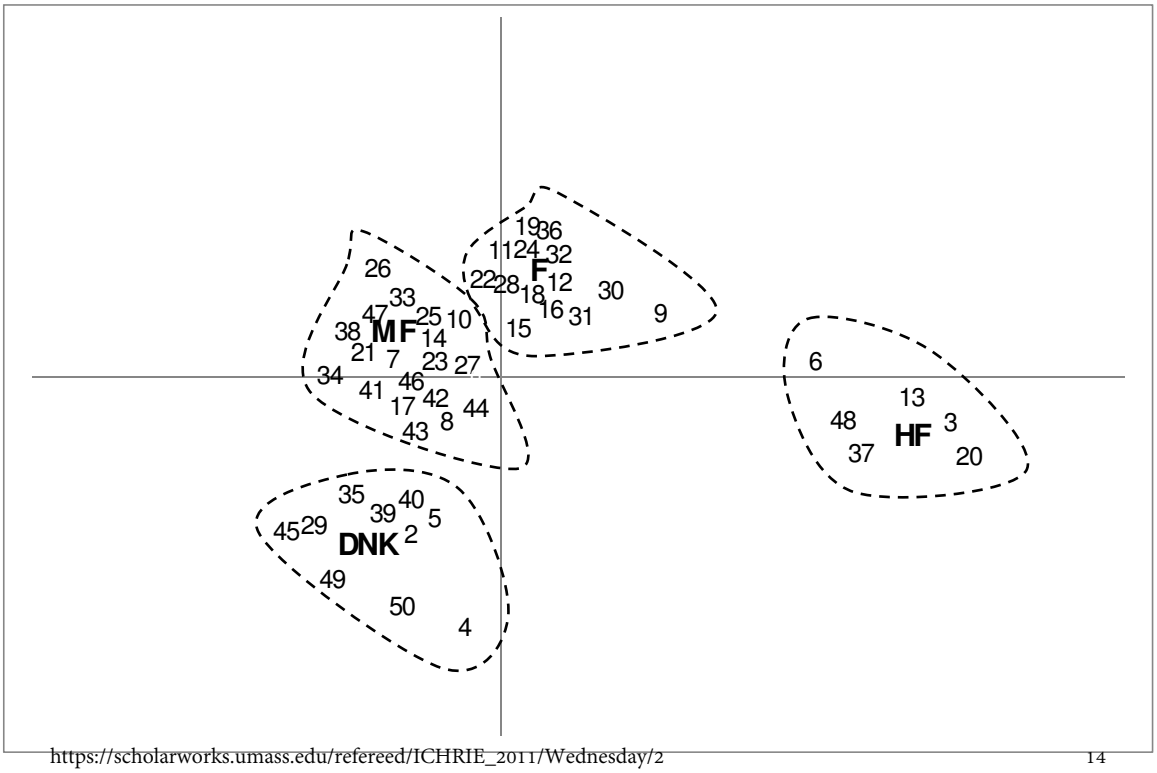

Figure 2. Correspondence analysis map of fifty journals in relation to the four tenure decision influences: in programs that have established tiered journals
Note: HF-"highly favorable", F-"favorable", MF-"minimal favorable", DNK-"don't know"

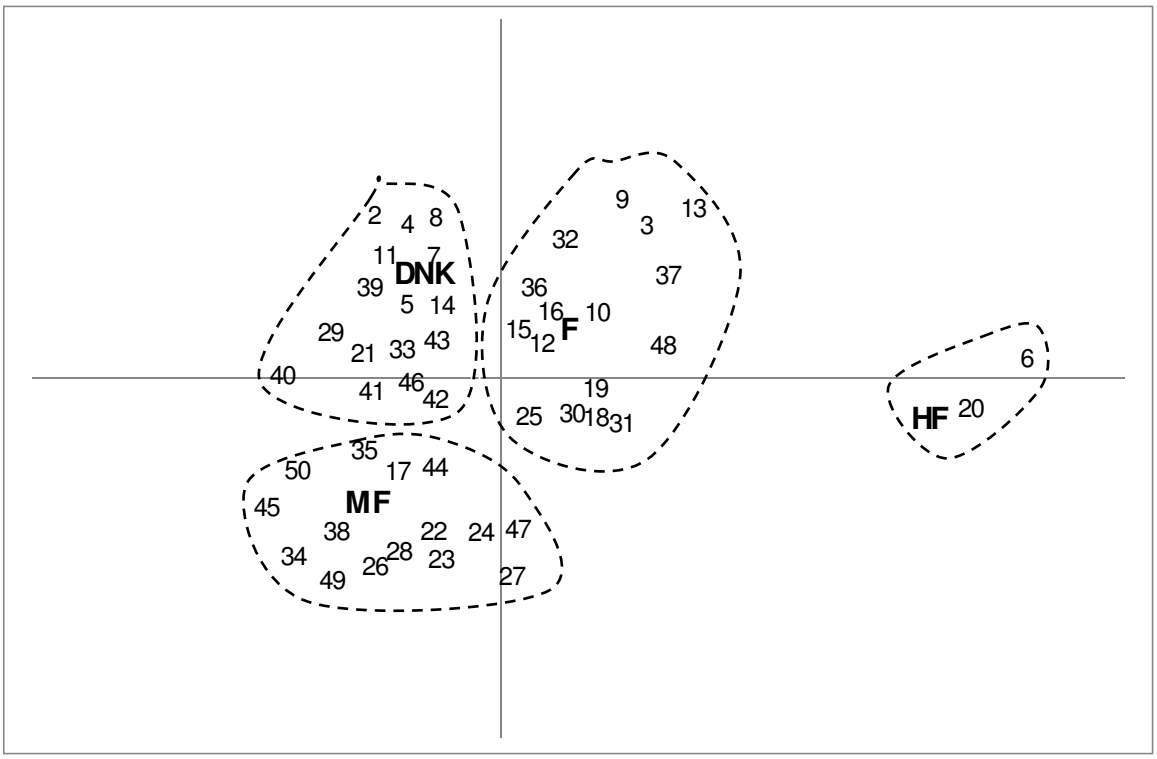

Figure 3. Correspondence analysis map of fifty journals in relation to the four tenure decision influences: in programs that have NOT established tiered journals
Note: HF-"highly favorable", F-"favorable", MF-"minimal favorable", DNK-"don't know"

Limitations and Implications

A limitation of this study is the relatively small response rate. However, when judged against other journal ranking studies, this study's response rate exceeds those of recent past (Pechlaner, et.al; 2004, McKercher, et.al; 2006). That an overwhelming majority of the respondents were from the United States provides a less than global view of a journal's influence, and the perception of categories or tiers for salary, reappointment, promotion, and tenure decisions.

The fact that there are more journals in the highly favorable category for those programs that have tiered based on quality compared to those programs that have not warrants additional study. By comparing the 'don't know' responses of both groups, the

reader will find the non-tiered group has more journals. Therefore, awareness may be of concern.

The results of this study help to extend the current literature on journal quality and ranking by doing so in the context of salary, reappointment, promotion, and tenure decisions. Whereas past work has focused on citation counts, importance in the field of study, or awareness, the study rated the favorability of a journal for personnel decisions in the eyes of hospitality administrators. To be sure, further investigation is warranted with all faculty involved in the salary, reappointment, tenure and promotion recommendation process.

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